

CLAIMS

What is claimed is:

1. A remote control for remotely controlling a host device, said remote control comprising:
  - 5 a printed publication comprising a printed content;  
remote control circuitry supported by said printed publication, said remote control circuitry comprising a signal transmitter capable of transmitting a wireless
  - 10 signal, said signal controlling said host device;  
a button physically attached to said printed publication, said button comprising a switch; and  
a switch output line connecting said switch to said remote control circuitry.
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2. The remote control of Claim 1 wherein said remote control circuitry further comprises a microcontroller and a transmitter input line, said microcontroller comprising an input pin and an output
- 20 pin, said transmitter input line connecting said output pin of said microcontroller to said signal transmitter and said switch output line connecting said switch to said input pin of said microcontroller.
- 25 3. The remote control of Claim 1 wherein said printed content comprises a content selected from the group consisting of text and graphics.
4. The remote control of Claim 1 wherein said
- 30 printed publication comprises a front cover and a back cover, at least a portion of said printed content being printed on one of said front and back covers.
5. The remote control of Claim 4 wherein said
- 35 front cover comprises a first cardboard piece and said back cover comprises a second cardboard piece.

6. The remote control of Claim 1 wherein said button has a visual association with said printed content.

5 7. The remote control of Claim 1 wherein said remote control further comprises electronic content encoded on a storage media, said electronic content having a representative association with said printed content.

10 8. The remote control of Claim 7 wherein said printed content is representative of data in said electronic content, said data being suitable for display by a host device.

15 9. The remote control of Claim 7 wherein said electronic content is encoded in a local storage media.

20 10. The remote control of Claim 7 wherein said electronic content is encoded on a remote storage media accessible through a remote server.

25 11. The remote control of Claim 7 wherein said representative association is descriptive.

12. The remote control of Claim 7 wherein said representative association is derivative.

30 13. The remote control of Claim 7, wherein said associated electronic content comprises an application, said application being capable of causing a host device to respond to said wireless signal.

35 14. The remote control of Claim 13 wherein said application causes said host device to display data

retrieved from a storage media due to receipt of said button code.

5 15. The remote control of Claim 13 wherein said application causes said host device to display a word and a voice recording associated with said displayed word.

10 16. The remote control of Claim 1 wherein said printed publication comprises a children's book front cover.

15 17. The remote control of Claim 1 wherein said printed content comprises printed content of a magazine.

20 18. The remote control of Claim 1 further comprising a storage media holder physically attached to said printed publication, said storage media holder being capable of removably holding a storage media.

25 19. The remote control of Claim 18 wherein said storage media holder is integrally formed as a part of said printed publication.

20. The remote control of Claim 18 further comprising said storage media, said storage media being encoded with said associated electronic content.

30 21. The remote control of Claim 20 wherein said storage media is a flexible disk.

35 22. The remote control of Claim 20 wherein said storage media is an optical disk.

23. The remote control of Claim 20 wherein said storage media is a game cartridge.

24. The remote control of Claim 1 wherein said  
5 remote control circuitry is surrounded by a wall of  
said button, said remote control circuitry comprising a  
printed circuit board supported by said printed  
publication, said remote control circuitry further  
comprising a signal transmitter mounted on said printed  
10 circuit board, said signal transmitter being capable of  
transmitting a wireless signal.

25. The remote control of Claim 24 wherein said  
15 signal transmitter comprises an infrared light emitting  
diode.

26. The remote control of Claim 24 wherein said  
button comprises a button surface spring mounted to  
20 permit reciprocating motion with respect to said  
printed circuit board, wherein depressing said button  
surface shorts said first terminal to said second  
terminal thereby causing said microcontroller to pulse  
said signal transmitter.

27. The remote control of Claim 26 further  
25 comprising a protrusion, said protrusion being attached  
to said button surface, said protrusion providing an  
electrical connection between said first terminal and  
said second terminal on said printed circuit board when  
30 said button surface is depressed.

28. The remote control of Claim 1 wherein said  
35 printed content is representative of a function to be  
performed by a host device.

29. The remote control of Claim 1 comprising a first printed content, a second printed content, a first button and a second button, wherein said first printed content has a representative association with a function and said second printed content has a representative association with a data, said first button being visually associated with said first printed content and said second button being visually associated with said second printed content.

30. The remote control of Claim 1 comprising a plurality of printed content and a plurality of buttons, each button of said plurality of buttons being visually associated with a different one of said plurality of printed content, each printed content having a representative association with a different selection of a plurality of selections encoded in said associated electronic content.

31. The remote control of Claim 1 comprising a plurality of buttons, each button having a remote electric association with a different selection of a plurality of selections encoded in said associated electronic content.

32. The remote control of Claim 1 comprising a plurality of first buttons, each first button having a remote electronic association with the same selection encoded in said associated electronic content as every other first button.

33. The remote control of Claim 1 wherein said printed publication comprises a front cover, a back cover and a page bound between said front cover and said back cover, said remote control comprising a first button mounted on said front cover, a second button

mounted on said back cover and a third button mounted on said page, each of said first button, said second button and said third button being connected to said remote control circuitry.

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34. The remote control of Claim 1 wherein said button comprises a touch panel.

35. A remote control for remotely controlling a host device comprising:

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a housing capable of removably holding a storage media, said storage media being suitable for use in a host device;

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remote control circuitry supported by said housing, said remote control circuitry comprising a signal transmitter capable of transmitting a wireless signal, said signal controlling said host device; and

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a button physically attached to said housing, said button comprising a switch; and a switch output line connecting said switch to said remote control circuitry

36. The remote control of Claim 35 wherein said button comprises a touch panel.

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37. The remote control of Claim 35 wherein said remote control circuitry comprises an infrared light emitting diode.

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38. The remote control of Claim 35 wherein said storage media is a flexible disk.

39. The remote control of Claim 35 wherein said storage media is an optical disk.

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40. The remote control of Claim 35 wherein said storage media is a game cartridge.

41. The remote control of Claim 35 further  
5 comprising said storage media removably mounted in said housing, wherein said storage media is encoded with electronic content, said housing having human understandable content, said electronic content having a representative association with said human  
10 understandable content of said housing.

42. The remote control of Claim 41 wherein said wireless signal causes said host device to display a selection retrieved from said storage media.  
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43. The remote control of Claim 42 wherein said selection is selected from the group consisting of a video recording, an audio recording, a picture and text.  
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44. The remote control of Claim 41 wherein said storage media is encoded with an application, said application being capable of causing a host device to respond to a button code received from said remote  
25 control.

45. The remote control of Claim 41 wherein said application is capable of causing a host device to display a selection on receipt of said button code.  
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46. A remote control for remotely controlling a host device, said remote control comprising:  
a housing comprising data selecting content,  
said data selecting content having a data  
35 selecting association with electronic content accessible by said host device;

remote control circuitry supported by said housing, said remote control circuitry comprising a signal transmitter capable of transmitting a wireless signal, said signal controlling said host device; and

a data button physically attached to said housing, said data button having a visual association with said data selecting content of said housing, said data button comprising a switch; and

a switch output line connecting said switch to said remote control circuitry.

47. The remote control of Claim 46 further comprising said associated electronic content.

48. The remote control of Claim 47 wherein said associated electronic content has a remote electronic association with said data button.

49. The remote control of Claim 46 wherein said housing comprises a holder capable of removably holding a storage media.

50. The remote control of Claim 49 further comprising a storage media removably mounted in said holder, said storage media being encoded with said associated electronic content.

51. The remote control of Claim 46 wherein said button comprises a touch panel.

52. The remote control of Claim 46 wherein said housing has the shape of a globe and said data selecting content comprises graphic content representative of continents.



53. The remote control of Claim 46 wherein said data selecting content comprises content representative of a component of the solar system.

5 54. The remote control of Claim 53 wherein said housing comprises a holder capable of holding a storage media.

10 55. The remote control of Claim 54 further comprising a storage media removably mounted in said holder.

15 56. A system comprising:  
a host device comprising a wireless signal receiver; and  
a remote control comprising a feature selected from the group consisting of a printed publication, a storage media holder and a data button, said remote control further comprising  
20 remote control circuitry capable of transmitting a wireless signal to said wireless signal receiver of said host device.

25 57. The system of Claim 56 wherein said remote control comprises a housing, said housing comprising content, said content being associated with electronic content accessible by said host device.

30 58. The system of Claim 56 wherein a button of said remote control has a remote electronic association with electronic content accessible by said host device.

35 59. The system of Claim 56 wherein said host device comprises means for detecting insertion of a storage media into a peripheral of said host device.

60. A method of remotely purchasing comprising:  
displaying a commercial;  
sensing a button code from a remote control  
during said commercial display; and  
5 sending a purchase order to the advertiser of  
said commercial.

61. The method of Claim 59 further comprising  
choosing said commercial at random from a plurality of  
10 commercials prior to said displaying.

62. The method of Claim 59 wherein said  
displaying comprises displaying said commercial on a  
monitor.

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*Sub BT  
E/A* 63. A method for starting up a process in a host  
device; said method comprising:  
executing firmware from read only memory;  
booting an operating system from a storage  
20 media, said booting comprising checking for an  
initialization file;  
enabling an interrupt;  
waiting for said interrupt;  
checking for a file of a predetermined name  
25 in a removable storage media;  
loading at least a portion of the electronic  
content encoded in said removable storage media on  
finding said file during said checking.

*Sub 1 1/2* 64. The method of Claim 63 further comprising  
displaying a selection encoded on said removable  
storage media.

65. The method of Claim 63 wherein said interrupt  
35 is a timer interrupt.

66. The method of Claim 65 wherein said interrupt is an interrupt from a peripheral.

Sub B2  
5 67. The method of Claim 65 wherein said interrupt is an interrupt from a removable storage media peripheral.

10 68. The method of Claim 63 further comprising powering up said host device immediately prior to said executing firmware.

69. The method of Claim 63 further comprising inserting said storage media after said enabling.

15 70. The method of Claim 63 wherein said booting comprises executing said initialization file.

20 71. The method of Claim 63 further comprising disabling said interrupt prior to said executing.

72. The method of Claim 63 further comprising waiting for said interrupt subsequent to said starting up.

25 73. The method of Claim 63 further comprising executing said file of said predetermined name subsequent to said loading.

30 74. A host device comprising:  
a peripheral having an output lead;  
means for detecting insertion of a storage media into said peripheral, said means for detecting being operatively coupled to said output lead of said peripheral;  
35 means for checking for a file of a predetermined name, said means for checking being

operatively coupled to said means for detecting,  
said means for checking checking for said file on  
detection of a storage media in said peripheral by  
said means for detecting; and

5 means for starting up a process from said  
file, said starting up means being operatively  
coupled to said means for checking, said starting  
up means starting up said process on said means  
for checking finding said file.

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75. The host device of Claim 74 wherein said  
means for starting up comprises a central processing  
unit.

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76. The host device of Claim 75 further  
comprising a read only memory in which has been stored  
a basic input output system firmware, an output of said  
read only memory being connected to said central  
processing unit.

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77. A method for using electronic content encoded  
in a storage media, said method comprising:

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removing said storage media from a housing;  
inserting said storage media in a peripheral  
of a host device;

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pressing a button on said housing;  
transmitting a wireless signal encoded with a  
button code corresponding to said pressed button;  
receiving said wireless signal;  
retrieving electronic content from said  
storage media; and  
displaying said electronic content.

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78. The method of Claim 77 wherein said button  
code indicates a function to be performed by said host  
device.

79. The method of Claim 77 wherein said button code indicates data to be retrieved from said storage media by said host device.

5 80. The method of Claim 77 wherein said retrieving comprises selecting at random a selection from a plurality of selections indicated by said button code.

10 81. The method of Claim 77 wherein said electronic content comprises a full motion video recording selection and said displaying comprises displaying said full motion video recording selection on a monitor of said host device.

15 82. The method of Claim 77 wherein said electronic content comprises a commercial selection, said method further comprising displaying said commercial selection.

20 83. An application development system comprising:  
data input means for creating a selection;  
means for receiving a command from an author;  
and

25 means for associating a button code of a button of a remote control with an address of a selection, said associating means being operatively coupled to said receiving means and said data input means, said associating means  
30 storing an association of said button code and said address in a storage media in response to said command from said receiving means

35 84. A method for creating an application which interprets button codes received from a button of a remote control said method comprising:

receiving identification of a button of said remote control;

retrieving a button code associated with said identified button;

5 storing association information of said button code and a selection.

85. The method of Claim 84 wherein said storing comprises storing said button code in said selection.

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86. A system comprising:

a remote control comprising a button and a storage media holder, said remote control being capable of transmitting a signal, said storage media holder of said remote control being capable of removably holding a storage media;

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a signal receiver capable of receiving said signal from said remote control;

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a peripheral operatively coupled to said storage media;

a display device capable of displaying at least a portion of a selection;

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means for selecting a selection from a plurality of selections at random, said means for selecting being operatively coupled to said signal receiver, said display device and said peripheral, said means for selecting causing said display device to display a randomly selected selection retrieved from said storage media by said peripheral on receipt of said signal by said signal receiver.

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87. An apparatus comprising a membrane button, remote control circuitry connected to said membrane button and content printed on said membrane button.

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88. The apparatus of Claim 87 wherein said printed content is selected from the group consisting of text and graphics.

5 89. An apparatus comprising a touch panel, remote control circuitry connected to said touch panel and content printed on said touch panel.

10 90. The apparatus of Claim 89 wherein said printed content is selected from the group consisting of text and graphics.

15 91. A method for starting up a process in a host device, said method comprising:  
 executing firmware from read only memory;  
 booting an operating system from a storage media, said booting comprising checking for an initialization file;  
 20 enabling an interrupt;  
 waiting for said interrupt;  
 checking for a file of a first predetermined name in a removable storage media;  
 comparing a key stored in said file of said first predetermined name with a key hard coded in  
 25 said driver in response to said checking finding said file of said first predetermined name;  
 checking for a file of a second predetermined name in said removable storage media on said  
 comparing finding a match of said stored key and  
 30 said hard coded key;  
 starting up a process to execute said file of said second predetermined name on said checking finding said file of said second predetermined name.

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92. A host device comprising:

a peripheral having an output lead;  
means for detecting insertion of a storage  
media into said peripheral, said means for  
detecting being operatively coupled to said output  
5 lead of said peripheral;

first means for checking for a file of a  
first predetermined name, said first means for  
checking being operatively coupled to said means  
for detecting, said first means for checking  
10 checking for said file of said first predetermined  
name on detection of a storage media in said  
peripheral by said means for detecting;

means for comparing a key stored in said file  
of said first predetermined name with a hard coded  
15 key, said means for comparing being operatively  
coupled to said first means for checking, said  
means for comparing comparing on said first means  
for checking finding said file of said first  
predetermined name;

20 second means for checking for a file of a  
second predetermined name, said second means for  
checking being operatively coupled to said means  
for detecting, said second means for checking  
checking for said file of said second  
25 predetermined name on said means for comparing  
finding a match of said stored key and said hard  
coded key; and

means for starting up a process from said  
file of said second predetermined name, said means  
30 for starting up being operatively coupled to said  
second means for checking, said means for starting  
up starting up said process in response to said  
second means for checking finding said file of  
said second predetermined name.

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93. The host device of Claim 92 wherein said means for starting up comprises a central processor unit.

5           94. The host device of Claim 93 further comprising a read only memory in which has been stored basic input/output system firmware, an output lead of said read only memory being connected to said central processing unit.

10           95. A method for displaying a selection encoded in a storage media comprising:

          reviewing a printed publication;  
          selecting an area of said printed  
15       publication;  
          touching said area;  
          generating a wireless signal;  
          receiving said wireless signal;  
          selecting a selection from a plurality of  
20       selections at random; and  
          displaying at least a portion of said  
          randomly selected selection.

25           96. A remote control for remotely controlling a host device, said remote control comprising:

          a printed publication comprising a  
          printed content; and  
          remote control circuitry supported by  
          said printed publication.

30           97. A remote control for remotely controlling a host device, said remote control comprising:

          a housing for a storage media, said  
          housing comprising human understandable  
35       content, said housing being capable of  
          removably holding a storage media; and

remote control circuitry supported by  
said housing.

98. The remote control of Claim 97 further  
5 comprising a storage media mounted in said housing.

99. A remote control for remotely controlling a  
host device, said remote control comprising:  
a housing, said housing comprising data  
10 selecting content;  
remote control circuitry supported by  
said housing; and  
a data button connected to said remote  
control circuitry, said data button being  
15 physically attached to said housing, said  
data button having a visual association with  
said data selecting content of said housing.

100. A method for displaying a selection encoded  
20 in a storage media comprising:  
deciding on a category;  
touching a button, said button having an  
association with said category;  
generating a wireless signal;  
25 receiving said wireless signal;  
selecting a selection from a plurality of  
selections in said category at random; and  
displaying at least a portion of said  
randomly selected selection.

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